

Station KSNV-TV LAS VEGAS, NV.
Advertiser () .ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRES
Estimate# 494
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //494
Flight Dates 10/10/2012 - 10/16/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-TU	6A-7A	NEWS	:30	\$700.00	10/15-10/16	4	1	4	\$2,800.00	
	2	W-F	6A-7A	NEWS	:30	\$700.00	10/10-10/12	6	1	6	\$4,200.00	
	3	M-TU	7A-9A	TODAY SHOW	:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
	4	W-F	7A-9A	TODAY SHOW	:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
	5	M-TU	9A-10A	TODAY SHOW 2	:30	\$425.00	10/15-10/16	6	1	6	\$2,550.00	
	6	M-TU	10A-11A	TODAY SHOW 3	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
	7	W-F	10A-11A	TODAY SHOW 3	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
	8	M-TU	11A-12P	RACHEL RAY	:30	\$325.00	10/15-10/16	4	1	4	\$1,300.00	
	9	W-F	11A-12P	RACHEL RAY	:30	\$325.00	10/10-10/12	6	1	6	\$1,950.00	
	10	M-TU	12P-1230P	NEWS	:30	\$425.00	10/15-10/16	4	1	4	\$1,700.00	
	11	W-F	12P-1230P	NEWS	:30	\$425.00	10/10-10/12	6	1	6	\$2,550.00	
	12	M-TU	1P-2P	DAYS	:30	\$425.00	10/15-10/16	4	1	4	\$1,700.00	

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	13	W-F	1P-2P	DAYS	:30	\$425.00	10/10-10/12	6	1	6	\$2,550.00	
	14	M-TU	2P-3P	DOCTORS	:30	\$325.00	10/15-10/16	4	1	4	\$1,300.00	
	15	W-F	2P-3P	DOCTORS	:30	\$325.00	10/10-10/12	6	1	6	\$1,950.00	
	16	M-TU	3P-4P	DR. PHIL	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00	
	17	W-F	3P-4P	DR. PHIL	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00	
	18	M-TU	4P-5P	NEWS	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00	
	19	W-F	4P-5P	NEWS	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00	
	20	M-TU	5P-630P	NEWS	:30	\$1,200.00	10/15-10/16	4	1	4	\$4,800.00	
	21	W-F	5P-630P	NEWS	:30	\$1,200.00	10/10-10/12	6	1	6	\$7,200.00	
	*22	M-TU	630P-7P	JEOPARDY	:30	\$1,300.00	10/15-10/16	4	1	4	\$5,200.00	
		Station Remark: V2 NOT NA - 10/16 DEBATES - JEOP AIRS 930-10P; PLS REVISE TP FOR 2X										
	*23	W-F	630P-7P	JEOPARDY	:30	\$1,300.00	10/10-10/12	6	1	6	\$7,800.00	
		Station Remark: V2 NOT NA - 10/11 DEBATES - JEOP AIRS 930-10P; PLS REVISE TP FO 2X										
	*24	M-TU	7P-730P	WHEEL	:30	\$1,300.00	10/15-10/16	2	1	2	\$2,600.00	
		Station Remark: V2 NOT NA - 10/16 DEBATES - JEOP AIRS 930-10P; PLS REVISE TP FOR 1X										
	*25	W-F	7P-730P	WHEEL	:30	\$1,300.00	10/10-10/12	3	1	3	\$3,900.00	
		Station Remark: V2 NOT NA - 10/11 DEBATES - JEOP AIRS 930-10P; PLS REVISE TP FOR 1X										
	26	M-TU	11P-1135P	NEWS	:30	\$1,200.00	10/15-10/16	4	1	4	\$4,800.00	

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	27	W-F	11P-1135P	NEWS	:30	\$1,200.00	10/10-10/12	6	1	6	\$7,200.00	
	28	M-TU	1135P-1235A	TONIGHT SHOW	:30	\$500.00	10/15-10/16	2	1	2	\$1,000.00	
	29	W-F	1135P-1235A	TONIGHT SHOW	:30	\$500.00	10/10-10/12	3	1	3	\$1,500.00	
	30	F	10P-11P	DATELINE	:30	\$3,200.00	10/12-10/12	1	1	1	\$3,200.00	
	31	SA	7A-9A	SAT TODAY	:30	\$625.00	10/13-10/13	2	1	2	\$1,250.00	
	32	SA	5P-630P	NEWS	:30	\$450.00	10/13-10/13	3	1	3	\$1,350.00	
	33	SA	630P-7P	JEOPARDY	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
	34	SA	11P-1130P	NEWS	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	35	SA	5A-530A	NEWS	:30	\$1,250.00	10/13-10/13	1	1	1	\$1,250.00	
	36	SA	530A-6A	NEWS	:30	\$1,250.00	10/13-10/13	1	1	1	\$1,250.00	
	37	SU	6A-7A	NEWS	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
	38	SU	8A-9A	MEET THE PRESS	:30	\$3,000.00	10/14-10/14	1	1	1	\$3,000.00	
	39	SU	4P-530P	FOOTBALL NIGHT IN AMERICA	:30	\$2,400.00	10/14-10/14	2	1	2	\$4,800.00	
	40	SU	5P-830P	SUN NIGHT FB	:30	\$10,000.00	10/14-10/14	2	1	2	\$20,000.00	
	41	SU	930P-10P	JEOPARDY	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	

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	42	SU	10P-11P	L&O	:30	\$800.00	10/14-10/14	1	1	1	\$800.00	
	43	SU	11P-1130P	NEWS	:30	\$1,100.00	10/14-10/14	2	1	2	\$2,200.00	

---REPORT TOTALS---

Report Totals: 151 / \$131,900.00

---SALES MONTHLY TOTALS---

Oct 12: 151 / \$131,900.00

Sales Totals: 151 / \$131,900.00

Station Totals: 151 / \$131,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$399,697	CATV	0%	KBLR	0%	KINC	0%	KLAS	17%	KSNV	33%
		KTNV	25%	KTUD	0%	KVCW	2%	KVMY	3%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---

NEW ORDER

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE